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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Theodore D. Frank
202/857-6016

December 14, 1992

Ms. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

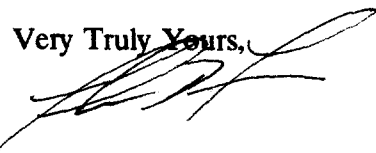
Re: MM Docket No. 87-268 ✓

Dear Ms. Searcy:

On behalf of the Association of America's Public Television Stations, the Corporation for Public Broadcasting and the Public Broadcasting Service, I am enclosing for inclusion in the record in the above-referenced proceeding materials supplied to the Commission's staff concerning the organization and funding of public television stations. These representatives of the nation's public television interests have been active participants in this proceeding and this material was supplied in connection with their filings. This material is submitted pursuant to Section 1.1206 of the Commission's rules.

If there are any questions concerning this matter, please contact me.

Very Truly Yours,



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Washington, DC 20036-5339

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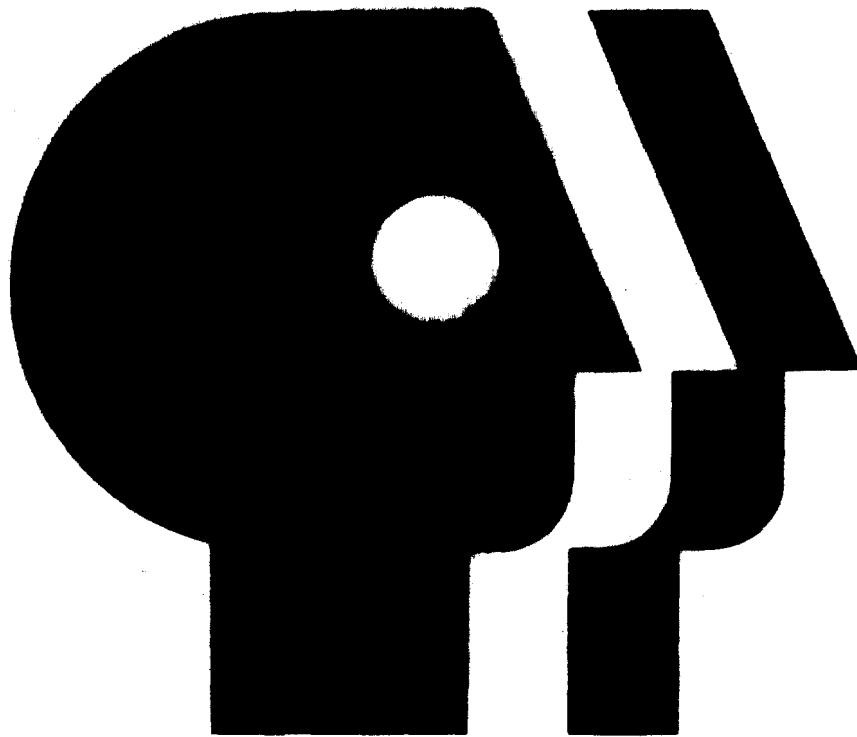
Enclosure

cc (w/o encl.): Ms. Regina Harrison

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LIST A D C D E



FACTS ABOUT PBS

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FACTS ABOUT PBS

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January 1992

PBS: An Overview

The Public Broadcasting Service

- ❑ A private, nonprofit corporation whose members are the nation's public TV stations.
- ❑ Founded in 1969.
- ❑ Provides quality TV programming and related services to 341 noncommercial stations serving the United States, Puerto Rico, the Virgin Islands, Guam and Samoa.
- ❑ 175 noncommercial, educational licensees operate these 341 stations.
- ❑ Of the 175 licensees, 86 are community organizations, 55 are colleges or universities, 23 are state authorities and 11 are local educational or municipal authorities.
- ❑ The approximately 335 staff members in Alexandria, Virginia, New York City and Los Angeles direct program acquisition and scheduling, educational services, video marketing, advertising and promotion, audience research, broadcast and technical operations, fundraising development, engineering and technology development, and revenue-producing activities.
- ❑ PBS paved the way and continues to be the leader in quality children's, cultural, educational, nature, news, public affairs, science and skills programming. PBS is "TV Worth Watching."
- ❑ Created American broadcast television's first satellite program distribution system (1978).

- ❑ In a partnership with public TV stations and more than 2,000 colleges and universities nationwide, PBS-coordinated service provides college-credit TV courses to more than 285,000 students each year. Public television also provides outstanding instructional programs and materials for classroom use in grades K-12.

How Is PBS Governed?

- ❑ PBS has a 35-member board of directors consisting of 16 lay representatives from stations' governing boards, 13 professional representatives from station management, five general directors and the PBS president.
- ❑ Officers of the board of directors are Ted R. Capener (vice president for university relations, University of Utah, Salt Lake City, Utah, representing KUED Salt Lake City), chairman; Beth Courtney (executive director, Louisiana Public Broadcasting) and Stephen A. Greyser (professor of business administration, Harvard Business School, representing WGBH Boston), vice chairmen.
- ❑ Bruce L. Christensen is the president of PBS. Prior to his appointment in May 1984, he was president of the National Association of Public Television Stations.

PBS Activities

PBS Programming

- ❑ **National Program Service (NPS)**—quality children's, cultural, educational, news and public affairs, science and nature, fundraising, and skills programs.
- ❑ **Adult Learning Service**—a partnership, involving public television stations and more than 2,000 colleges and universities, offering college-credit TV courses to more than 285,000 students each academic year. Since fall 1981, over 1.7 million students have earned credit from ALS-distributed courses. See also pp. 16-17.
- ❑ **Elementary/Secondary Service**—provides quality instructional programs and related materials for classroom use in grades K-12; live, interactive programs for students; professional development programs for teachers, administrators and others in education; and national leadership and advocacy for the effective use of television and other learning technologies in elementary and secondary schools. See also pp. 18-20.
- ❑ Programs are obtained from public TV stations, independent producers, foreign producers and distributors, and other sources. (PBS itself does not produce programs.)

PBS Enterprises and National Datacast

- ❑ **PBS ENTERPRISES, Inc.**, a wholly owned, for-profit subsidiary of PBS, develops goods and services in areas of new technology to generate income for PBS and its member stations.
- ❑ **NATIONAL DATACAST, Inc.**, a subsidiary of PBS ENTERPRISES, uses technology developed by PBS for high-speed data delivery in an unused portion of the broadcast signal known as the

vertical blanking interval (VBI). The point-to-multipoint service offers nationwide coverage and instantaneous delivery of computer data, graphics, text, faxes, credit information, TV listings, financial data and interactive television to homes and businesses.

PBS Video Marketing

- ❑ **PBS VIDEO**—a major distributor of videocassettes of PBS and public television programs to schools, colleges, libraries, hospitals, government agencies and associations for educational and informational uses. Available videos include programs from **FRONTLINE**, **THE AMERICAN EXPERIENCE**, **LAND OF THE EAGLE**, **MILLENNIUM: TRIBAL WISDOM AND THE MODERN WORLD**, **THE CIVIL WAR**, **EYES ON THE PRIZE**, **THE MACNEIL/LEHRER NEWSHOUR** and Bill Moyers. Publishes an annual program catalog and bimonthly newsletter.
- ❑ **PBS Home Video**—distributes public television programs in the home market under the PBS Home Video label. Programs are made available through discount retail outlets, video and book stores, catalogs, and direct sales to members and viewers by local public TV stations. Feature titles include **THE CIVIL WAR**; **I, CLAUDIUS**; **THE ASTRONOMERS**; **THE AMERICAN INDIAN COLLECTION**; **THE MASTERPIECE THEATRE COLLECTION**; "Eat Smart"; "LBJ"; and **NEWTON'S APPLE**. Soon-to-be-released titles include **READING RAINBOW**, "Empire of the Air" and **MILLENNIUM: TRIBAL WISDOM AND THE MODERN WORLD**.

PBS Activities (continued)

Technology Initiatives

- PBS Engineering provides research and development of technical systems for PBS and its member stations. Past accomplishments include: American broadcast television's first satellite program distribution system; development of the system to close-caption programs for the hearing-impaired; utilization of the TV signal's vertical blanking interval for message delivery, data transmission and other ancillary uses; development of a high-quality stereo audio satellite distribution system; and improvements in UHF reception and transmitter efficiency.

Current projects include:

- Development of new technology for distance learning and interactive instructional television, including lower-cost satellite distribution techniques, interactive multimedia systems, and systems for automated program index recording and cueing on consumer-type VCRs.
- Evaluation of new digital transmission technologies.
- Management and technical direction for satellite replacement activities.
- Industry leadership in studying, planning and implementing improved television transmission quality, including high-definition television (HDTV).
- Marketing support, research and development for the PBS NATIONAL DATACAST vertical blanking interval data delivery service.
- Broadcast equipment evaluation services for member stations.
- Support of public television's Descriptive Video Service, a special audio channel providing narrated descriptions for visually impaired viewers.

- Utilization of a third audio channel for second language programming.
- Training for engineering personnel.

Fundraising Services

- PBS Development serves as public TV's center for fundraising innovation. Its main work: to identify and share the best strategies being carried out at member stations and other nonprofit institutions.
- Development Services supplies stations with how-to materials, professional training opportunities, consulting visits, income reports and station news in several areas: major and planned giving, membership, local corporate underwriting, and auctions.
- Station Independence Program (SIP) supports stations' membership fundraising needs by commissioning and acquiring television specials. SIP also provides advertising and promotional materials, premium information, market research, statistical analyses, and tools to enhance on-air fundraising (scripts and video spots, for instance).
- National Corporate Support works with stations, major producers and corporate executives: 1) to increase the satisfaction of national underwriters and 2) to help producing stations increase the number of corporate and foundation supporters, especially those contributing \$1 million or more each year.
- The National Auction Service (NAS) supplies stations with highly marketable donated goods and services for use in on-air auctions and sweepstakes. Through NAS, businesses can take part in as few as one or as many as 86 station auctions, as well as several major-market sweepstakes -- all using one contact point at PBS.

Public Television Programs

Among the many series on PBS during 1992:

□ Adult Learning:

Against All Odds
 America: The Second Century
 The American Adventure
 Business and the Law
 The Business File
 By the Numbers
 College Algebra
 Diction
 Discovering Psychology
 Earth Revealed
 Economics USA
 Ethics in America
 Eyes on the Prize I and II
 For All Practical Purposes
 French in Action
 Government by Consent
 In Italiano
 Joseph Campbell: Transformations of Myth Through Time
 Literary Visions
 The Pacific Century
 Portrait of a Family
 Race to Save the Planet
 Sociological Imagination
 Something Ventured
 Vietnam: A Television History
 Voices & Visions
 The Western Tradition
 The World of Abnormal Psychology
 The World of Chemistry

□ Children's:

Barney & Friends
 Degrassi High
 Lamb Chop's Play-Along
 Long Ago & Far Away
 Mister Rogers' Neighborhood
 Reading Rainbow
 Sesame Street
 Starting Time Station
 Square One TV
 3-2-1 Contact
 Where in the World Is Carmen Sandiego?
 Wonderworks Family Movie

□ Cultural:

Alive From Off Center
 The American Experience
 American Masters
 American Playhouse
 Austin City Limits
 Columbus and the Age of Discovery
 The Creative Spirit
 Dance in America
 Edge
 Breeding & Pups
 Garrison Keillor "Specials"
 The Glory and the Power
 Great Performances
 Legacy
 Live From Lincoln Center
 The Machines That Changed the World
 Madness by Jonathan Miller
 Mark Russell Comedy Specials
 Masterpiece Theatre
 The Metropolitan Opera Presents
 Missions: Tribal Wisdom and the Modern World
 Mystery!
 Renaissance
 Thrills

□ Elementary/Secondary:

Amigos
 Cards
 Cultural
 Challenge of the Unknown
 Be Well—Be Well
 Equal Justice Under Law
 Family Album USA
 Family TV Magazine
 Friends With Ideas Bookends
 Getting Up/Getting Older
 Iwinski
 Second Voyages of the Miami
 3-2-1 Classroom Contact
 Voyages of the Miami

□ News and Public Affairs:

Adam Smith
 American Interests
 Bill Moyers "Specials"
 DeGaulle and France
 Election '92 Specials
 Firing Line Special Debates
 Frontline
 Learning in America: Education on Trial
 Listening to America With Bill Moyers
 The MacNeil/Lehrer Newshour
 Made in the USA
 The 90's
 P.O.V.
 ...Talking With David Frost
 Technopolitics
 That Delicate Balance II: Our Bill of Rights
 Tony Brown's Journal
 Wall Street Week With Louis Rukeyser
 Washington Week in Review

□ Science:

The Astronomer
 The British Quarterly
 The Infants Voyage
 Innovation Specials
 Land of the Eagle
 National Audubon Society Specials
 National Geographic Specials
 Nature
 The New Explorer
 Newton's Apple
 Nova
 Scientific American Frontiers
 Speeding Earth
 Wild America

□ Skills:

Cleo Buja
 The Fugal Gourmet
 Harlan
 Middleclass Cooks
 Movement '92
 The New Yankee Workshop
 The Old Home
 The Victory Garden
 The Woodwright's Shop

□ Outreach Campaigns:

Election '92
 Project Education

Public Television Funding

How Is the Public Television System Funded?

- Public television's national, regional and local income in FY90 was \$1.26 billion, according to the Corporation for Public Broadcasting. Over four-fifths (84.0%) of the funding came from nonfederal sources, particularly subscribers (21.7%), state governments (19.1%) and businesses (16.5%).
- The largest federal source in FY90 was the appropriation to the Corporation for Public Broadcasting, with \$168.6 million (13.4%) of public television's income. Nonfederal sources were led by state and local governments, with a combined figure of \$287.2 million (22.8%).

Public Television Income — FY90

An analysis of all income for public television for FY90, as provided by the Corporation for Public Broadcasting (CPB):

| <i>Source</i> | <i>\$ in millions</i> | <i>% of total</i> |
|---|-----------------------|-------------------|
| FEDERAL GOVERNMENT | \$ 202.4 | 16.1% |
| CPB (TV only) | 168.6 | 13.4 |
| Educ. & Commerce Depts., NEA, NEH, etc. | 33.8 | 2.7 |
| NONFEDERAL | \$1059.4 | 84.0% |
| Subscribers | 273.3 | 21.7 |
| State Governments | 241.1 | 19.1 |
| Businesses | 208.3 | 16.5 |
| State Colleges | 82.3 | 6.5 |
| Foundations | 57.7 | 4.6 |
| Local Governments | 46.1 | 3.7 |
| Auctions | 21.5 | 1.7 |
| Private Colleges | 19.5 | 1.5 |
| Other Public Colleges | 9.9 | 0.8 |
| All Others | 99.7 | 7.9 |
| TOTAL | \$1261.8 | 100.0%* |

*Does not add exactly due to round

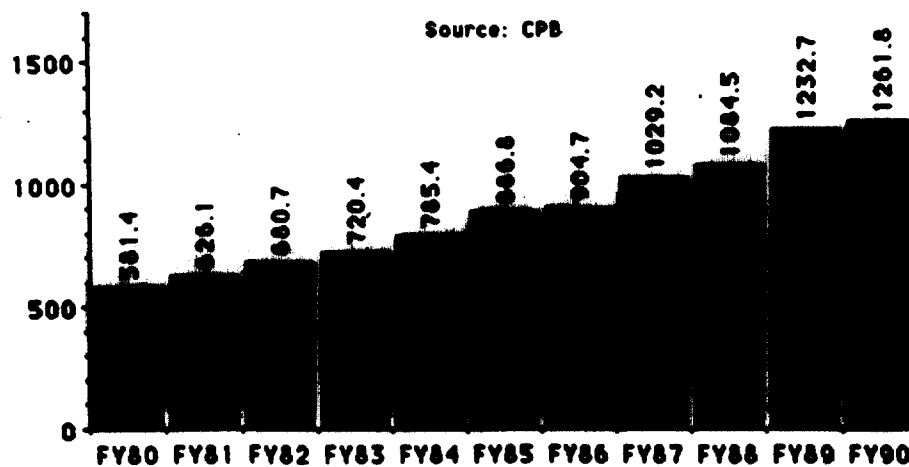
Public Television Funding (continued)

Public Television Viewer Support

| | Dollars in Millions | Members in Millions | Average Contribution |
|------|------------------------|------------------------|-------------------------|
| FY80 | \$ 77.9 | 2.6 | \$29.96 |
| FY81 | 102.4 | 2.9 | 35.31 |
| FY82 | 111.8 | 3.3 | 33.88 |
| FY83 | 147.0 | 3.5 | 42.00 |
| FY84 | 160.0 | 3.8 | 42.11 |
| FY85 | 180.0 | 3.9 | 46.15 |
| FY86 | 200.2 | 4.2 | 47.67 |
| FY87 | 230.2 | 4.7 | 48.98 |
| FY88 | 240.5 | 4.7 | 51.17 |
| FY89 | 262.0 | 5.2 | 50.38 |
| FY90 | 272.5 | 5.2 | 52.40 |

\$ in Millions **Public Television Total Income FY 1980-90**

Source: CPB



Public Television Funding (continued)

How Is the Public Broadcasting Service Funded?

The PBS budget for FY92 (July 1, 1991-June 30, 1992) of \$151.091 million is paid primarily by member stations: 71.4% of the budget is paid by

stations, 15.7% comes from the Corporation for Public Broadcasting and 12.9% is from educational institutions, interest income and other sources.

PBS FUNDING SOURCES—FY92

| <i>Source</i> | <i>Dollars in millions</i> | <i>Percentage of total</i> |
|---|--------------------------------|--------------------------------|
| Member Stations | | |
| —Programming and Membership Assessments | \$100.335 | |
| —Optional Services (Station Independence Program, National Auction Service, PBS Encore!, conference fees, etc.) | 7.607 | |
| | 107.942 | 71.4% |
| Corporation for Public Broadcasting Grants | | |
| —National Program Service | 22.520 | |
| —Programming Support (audience research and captioning) | .250 | |
| —VSAT Development | .950 | |
| | 23.720 | 15.7 |
| Other Sources | | |
| —Educational Institutions (Customers of PBS Video, Adult Learning Service, Elementary/Secondary Service) | 14.864 | |
| —Interest Income and other | 4.565 | |
| | 19.429 | 12.9% |
| TOTAL | \$151.091 | 100.0% |

More than four-fifths (83%) of PBS's FY92 budget goes to program production, acquisition, promotion and distribution:

- \$105.52 million (70%) — Program production, acquisition and promotion, including the National Program Service and Station Independence Program.

- \$20.122 million (13%) — Program distribution and administration, including operation of the satellite interconnection system.

The programming funds administered by PBS represent only a portion of the total cost of PBS's National Program Service.

Public Television Funding (continued)

How Is the PBS National Program Service Funded?

PBS operates public television's National Program Service (NPS), which provides quality children's, cultural, educational, news and public affairs, science and nature, fundraising, and skills programs.

These programs are drawn from many sources, including public television stations, independent

producers, and other producers and program distributors throughout the world.

Support totaling \$260.1 million was provided for NPS programs and series that began their initial broadcast in FY91. Funding sources include:

National Program Service Funding Sources — FY91

| <i>Source</i> | <i>Dollars in millions</i> | <i>Percentage of total</i> | <i>Percent change from FY86</i> |
|---|----------------------------|----------------------------|---------------------------------|
| Public TV Stations | \$87.9 | 33.8% | +83% |
| Corporations | 73.7 | 28.3 | +25 |
| Corporation for Public Broadcasting | 37.1 | 14.3 | +47 |
| Foundations | 23.5 | 9.0 | +267 |
| Government Agencies | 11.3 | 4.4 | -6 |
| Other (independent producers, individuals, associations and community groups, etc.) | 26.6 | 10.2 | +22 |
| TOTAL | \$260.1 | 100.0% | +51% |

In FY90, 1,494 hours of original broadcast programs were distributed: 37.6% were public affairs programs, 28.1% were cultural programs, 11.8% were children's programs, 9.8% were how-to programs, 7.2% were science and nature programs, 5.4% were educational programs, and 0.1% were sports programs.

Of these 1,494 hours, 37.2% were produced by American independent producers, 27.1% by public television stations, 24.0% by the combined efforts of public television stations and independent producers, 7.5% by foreign producers, and 4.2% by other combinations of public television stations, independent producers and foreign producers.

The Public Television Audience

- ❑ During the period of October 1990-September 1991, viewers in 50.3 million homes watched public TV each week, according to the Nielsen Television Index (NTI). This represents 54.0% of America's 93.1 million households with TVs (during this period), or 87.0 million people.
 - ❑ During prime time in this period, public TV was watched each week in 28.9 million homes by 45.3 million people.
 - ❑ The average viewing household during this period watched slightly less than three hours of public television during the course of a week; of this amount, an hour and a half was spent with prime-time programming.
 - ❑ 77.7% of all American television-owning families—72.3 million households representing 149.4 million people—watched public television in March 1991, with the average home tuning in for over seven hours during the month.
 - ❑ Many communities have more than one public TV station, each offering a distinctive, separate programming service. Two-thirds of cable subscribers say one of the reasons they subscribe to cable is for better reception of a public TV station or access to more than one public TV station, according to Statistical Research Inc. (SRI).
- ❑ Among public TV viewers capable of receiving more than one public TV station on cable, 79% reported watching *more than one*, according to SRI.
 - ❑ 98% of all U.S. homes with a TV can receive a public TV station. The most widely available cable network (CNN) can be seen by only 64%.
 - ❑ During the October 1990-September 1991 period, public TV's average prime-time rating was 2.2, compared with 1.0 for CNN, 0.6 for Nick at Nite, 0.6 for Discovery and 0.4 for A&E.
 - ❑ 55.4% of all cable subscribers watched public TV each week during October 1990-September 1991, according to the NTL.

The Public Television Audience (continued)

Audience Demographics

Below is a breakdown, by TV household characteristics, of the public TV audience for an average week during October 1990-September 1991, as compared with the U.S. demographic profile.

(Source: Nielsen Television Index)

| | <i>Total U.S. TV Households</i> | <i>PTV Audience</i> | | <i>Total U.S. TV Households</i> | <i>PTV Audience</i> |
|------------------------------|---|-------------------------|--------------------|---|-------------------------|
| Race* | | | Income | | |
| Black | 11.6% | 9.6% | Less than \$20,000 | 33.3% | 28.4% |
| Non-Black | 88.4 | 90.4 | \$20,000-\$39,999 | 30.8 | 30.8 |
| | | | \$40,000-\$59,999 | 19.4 | 21.1 |
| | | | \$60,000+ | 16.4 | 19.6 |
| Education* | | | Age | | |
| Less than 4 yrs. high school | 22.9 | 20.9 | Children (2-5) | 6.0 | 7.5 |
| 4 years high school | 36.4 | 34.2 | Children (6-11) | 9.0 | 6.9 |
| 1-3 years college | 17.9 | 18.4 | Teen-agers (12-17) | 8.3 | 5.0 |
| 4+ years college | 22.9 | 27.5 | | | |
| Occupation* | | | Women (18-34) | 14.1 | 11.0 |
| Prof./Owner/Manager | 25.6 | 27.6 | (35-49) | 11.3 | 10.9 |
| Clerical & Sales | 14.2 | 13.4 | (50-64) | 7.3 | 8.6 |
| Skilled & Semiskilled | 31.2 | 29.4 | (65+) | 7.6 | 10.3 |
| Not in labor force | 29.0 | 29.7 | Men (18-34) | 14.0 | 11.5 |
| | | | (35-49) | 10.9 | 12.2 |
| | | | (50-64) | 6.5 | 8.1 |
| | | | (65+) | 5.0 | 8.0 |

* head of household

The Most-Watched PBS-Distributed Programs (as of September 1991)

| Title | Date Cumulative Audience Viewers (in millions) | | | Title | Date Cumulative Audience Viewers (in millions) | | |
|---|--|-------|------|---|--|-------|------|
| | | | | | | | |
| NATIONAL GEOGRAPHIC SPECIAL: "The Sharks" | 1/82 | 17.4% | 24.1 | NATIONAL GEOGRAPHIC SPECIAL: "In the Shadow of Vesuvius" | 2/87 | 13.1% | 17.2 |
| NATIONAL GEOGRAPHIC SPECIAL: "The Grizzlies" | 3/87 | 17.0% | 22.3 | THE CIVIL WAR: "The Cause" | 9/90 | 12.9% | 14.9 |
| NATIONAL GEOGRAPHIC SPECIAL: "Land of the Tiger" | 1/85 | 16.5% | 22.4 | THE CIVIL WAR: "Most Hallowed Ground" | 9/90 | 12.9% | 15.4 |
| NATIONAL GEOGRAPHIC SPECIAL: "The Incredible Machine" | 10/75 | 16.0% | 19.0 | NATIONAL GEOGRAPHIC SPECIAL: "Save the Panda" | 3/82 | 12.8% | 17.7 |
| "Great Moments With NATIONAL GEOGRAPHIC" | 3/85 | 15.7% | 21.3 | "Lawrence Welk: Television's Music Man" | 3/87 | 12.7% | 16.6 |
| "Best of WILD AMERICA: "The Babies"" | 3/87 | 14.7% | 19.3 | NATIONAL GEOGRAPHIC SPECIAL: "Realm of the Alligator" | 4/86 | 12.7% | 17.5 |
| "The Music Man" | 3/85 | 14.7% | 18.7 | NATIONAL GEOGRAPHIC SPECIAL: "Rain Forest" | 1/83 | 12.7% | 18.0 |
| "Live From the Grand Ole Opry" | 3/79 | 14.6% | 16.3 | NATIONAL GEOGRAPHIC SPECIAL: "Among the Wild Chimpanzees" | 1/84 | 12.5% | 16.8 |
| "Live From the Grand Ole Opry" | 3/80 | 14.2% | 16.3 | "Saving the Wildlife" | 3/86 | 12.4% | 17.0 |
| NATIONAL GEOGRAPHIC SPECIAL: "Lions of the African Night" | 1/87 | 13.8% | 18.1 | "Making of M*A*S*H" | 1/81 | 12.4% | 14.5 |
| WORLD: "Death of a Princess" | 5/80 | 13.8% | 14.7 | THE CIVIL WAR: "Forever Free" | 9/90 | 12.3% | 13.5 |
| NATIONAL GEOGRAPHIC SPECIAL: "Polar Bear Alert" | 3/82 | 13.3% | 18.4 | NATIONAL GEOGRAPHIC SPECIAL: "Etosha" | 1/81 | 12.1% | 16.0 |
| "Great Moments With NOVA" | 3/87 | 13.2% | 17.3 | THE CIVIL WAR: "The Universe of Battle" | 9/90 | 12.1% | 14.2 |
| | | | | THE CIVIL WAR: "The Better Angels of Our Nature" | 9/90 | 12.1% | 13.0 |

* Cumulative audience: the percentage of U.S. TV homes viewing at least six minutes of a program (Nielsen Television Index data).
Viewers = PBS Research estimate.

Most-Watched Programs (continued)

The All-Time Most-Watched Classical Music/Dance Programs

| Title | Date Cumulative Audience: Viewers (in millions) | | | Title | Date Cumulative Audience: Viewers (in millions) | | |
|--|---|------|------|--|---|------|-----|
| | | | | | | | |
| "Championship Ballroom Dancing" | 1/87 | 8.9% | 10.9 | LIVE FROM LINCOLN CENTER: "Danny Kaye With the N.Y. Philharmonic" | 9/81 | 7.3% | 6.5 |
| GREAT PERFORMANCES: "A Lincoln Center Special: Beverly! Her Farewell Performance" | 1/81 | 7.9% | 8.0 | "John Curry Skates Peter and the Wolf" | 1/82 | 7.2% | 8.8 |
| LIVE FROM LINCOLN CENTER: "Luciano Pavarotti Sings With the N.Y. Philharmonic; Zubin Mehta, Conductor" | 4/83 | 7.8% | 7.5 | LIVE FROM THE MET: "Aida" | 1/85 | 7.2% | 8.3 |
| LIVE FROM LINCOLN CENTER: "Pavarotti Plus" | 1/86 | 7.6% | 7.5 | GREAT PERFORMANCES: "Best of Broadway" | 5/85 | 7.0% | 7.7 |
| "Championship Ballroom Dancing" | 1/90 | 7.3% | 9.9 | LIVE FROM THE MET: "The Metropolitan Opera Centennial Gala" (Part 2) | 10/83 | 7.0% | 7.9 |
| "Championship Ballroom Dancing" | 2/91 | 7.5% | 9.7 | LIVE FROM LINCOLN CENTER: "Sutherland/ Horne/Pavarotti in Concert" | 3/81 | 7.0% | 6.3 |
| "The Nutcracker" | 12/82 | 7.5% | 9.4 | GREAT PERFORMANCES: "Purlic" | 3/84 | 6.9% | 7.5 |
| LIVE FROM LINCOLN CENTER: "A Lincoln Center Christmas Gala" | 12/90 | 7.5% | 10.2 | "From Vienna: The New Year's Celebration 1987" | 1/87 | 6.9% | 9.0 |

* Cumulative audience: the percentage of U.S. TV ~~house~~ viewing at least six minutes of a program (Nielsen Television Index data).
Viewers = PBS Research estimate.

Most-Watched Programs (continued)

The All-Time Most-Watched Drama Programs

| Title | Date Cumulative Audience: Viewers (in millions) | | | Title | Date Cumulative Audience: Viewers (in millions) | | |
|---|---|-------|------|---|---|------|-----|
| | | | | | | | |
| WORLD: "Death of a Princess" | 5/80 | 13.8% | 14.7 | AMERICAN PLAYHOUSE: "Stand and Deliver" | 3/89 | 8.0% | 8.7 |
| "The Sailor's Return" | 1/84 | 9.8% | 12.3 | GREAT PERFORMANCES: "Life on the Mississippi" | 11/80 | 7.7% | 9.0 |
| AMERICAN PLAYHOUSE: "Smooth Talk" | 2/87 | 9.3% | 10.6 | MASTERPIECE THEATRE: "The Flame Trees of Thika" (Part 3) | 1/82 | 7.5% | 8.6 |
| WONDERWORKS: "Anne of Green Gables—The Sequel" (Part 1) | 3/88 | 8.9% | 11.0 | AMERICAN PLAYHOUSE: "Raisin in the Sun" | 2/89 | 7.4% | 8.0 |
| WONDERWORKS: "Anne of Green Gables—The Sequel" (Part 2) | 3/88 | 8.7% | 10.8 | MASTERPIECE THEATRE: "To Serve Them All My Days" (Part 2) | 10/82 | 7.3% | 8.5 |
| "The Scarlet Letter" (Part 1) | 4/79 | 8.6% | 9.6 | MYSTERY!: "Sweeney Todd" | 10/82 | 7.3% | 8.5 |
| "The Lathe of Heaven" | 1/80 | 8.5% | 9.7 | "The Scarlet Letter" (Part 4) | 4/79 | 7.3% | 8.2 |
| AMERICAN PLAYHOUSE: "Testament" | 11/84 | 8.1% | 10.3 | | | | |

* Cumulative audience: the percentage of U.S. TV homes viewing at least six minutes of a program (Nielsen Television Index data). Viewers = PBS Research estimate.

Most-Watched Programs (continued)

The All-Time Most-Watched Public Affairs Programs*

| Title | Date | Cumulative Audience: Viewers (in millions) | Title | Date | Cumulative Audience: Viewers (in millions) |
|--|-------|---|--|-------|---|
| "Gen. H. Norman Schwartzkopf"...TALKING WITH DAVID FROST | 3/91 | 10.0% 14.0 | VIETNAM: A TELEVISION HISTORY: "Tet, 1968" | 11/83 | 7.0% 8.2 |
| FRONTLINE: "An Unauthorized History of the NFL" | 1/83 | 9.2% 10.9 | FRONTLINE: "The Real Life of Ronald Reagan" | 1/89 | 6.9% 8.4 |
| VIETNAM: A TELEVISION HISTORY: "Roots of War" | 10/83 | 8.7% 10.2 | "Visions of 'Star Wars': A NOVA/FRONTLINE Special Report" | 4/86 | 6.8% 8.8 |
| FRONTLINE: "To the Brink of War" | 1/91 | 8.5% 11.1 | VIETNAM: A TELEVISION HISTORY: "The First Vietnam War (1946-1954)" | 10/83 | 6.8% 8.0 |
| FRONTLINE: "Death of a Porn Queen" | 6/87 | 8.2% 9.7 | FRONTLINE: "88 Seconds in Greensboro" | 1/83 | 6.7% 7.5 |
| "Democratic Presidential Debate" | 1/84 | 8.0% 9.4 | FRONTLINE: "The Earthquake Is Coming" | 2/87 | 6.6% 7.8 |
| CHILD SEXUAL ABUSE: WHAT YOUR CHILDREN SHOULD KNOW: "A Program for Parents" | 9/84 | 7.4% 8.7 | VIETNAM: A TELEVISION HISTORY: "America's Mandarin (1954-1963)" | 10/83 | 6.4% 7.5 |
| FRONTLINE: "The Real Stuff" | 1/87 | 7.1% 8.4 | | | |

* Programs covering current or recent issues of public concern.

* Cumulative audience: the percentage of U.S. TV homes viewing at least six minutes of a program (Nielsen Television Index data).

Viewers = PBS Research estimate.

PBS and Education

The PBS Adult Learning Service (ALS)

ALS in Brief

- ❑ The first nationwide effort (1981) to provide coordination and focus for adult learning through television. (Instruction via TV began on an ad hoc basis in the 1950s with a few pioneering colleges.)
- ❑ Local partnerships, involving more than 2,000 colleges and universities and 96% of all public TV stations, working together to provide greater access to a college education to adult Americans.
- ❑ These partnerships offer hundreds of hours of quality college-credit TV courses to more than 285,000 tuition-paying students each academic year. Since fall 1981, over 1.7 million students have been served.
- ❑ In addition to those taking courses for college credit, millions more watch television courses each week during prime time and other hours for their own self-improvement and enjoyment.
- ❑ Each course undergoes rigorous review by teaching faculty, scholars and instructional designers to guarantee faculty and students a valuable educational experience.
- ❑ While ALS makes available an array of TV courses and support services, the local partnerships decide which elements will best serve the needs of their communities.
- ❑ Courses are acquired from PBS member stations, college-based producers, independent producers and consortia of educational program producers.
- ❑ The current ALS catalog includes 51 courses in the arts and humanities, history and the social sciences, science and health, business and technology, and professional development and teacher education.

The ALS Partnership

- ❑ ALS assists stations and colleges with course acquisition, scheduling and distribution, promotion and marketing, audience research, national program screenings, and professional development and training.
- ❑ Local public TV stations broadcast the television courses, coordinating selections, schedules and promotion with their local institutions of higher education.
- ❑ Local colleges select the courses they want to offer, assign faculty and award credit according to their standards and needs.

The Economics of ALS

- ❑ Participating colleges and universities pay the Adult Learning Service a license fee for the right to use an ALS course for credit.
- ❑ Students seeking course credit through ALS programs enroll at participating schools and pay tuition fees to these colleges. The schools then forward to ALS a small fee for each student enrolled in an ALS course.
- ❑ Funds received by ALS support the ALS service, including royalties to the program producers and payments to PBS member stations airing ALS programs.
- ❑ In FY91, ALS returned nearly \$2.3 million to participating stations and producers. Another \$1.2 million was paid to PBS in overhead fees to help offset overall PBS operational expenses.

PBS and Education (continued)

The ALS Student

- ❑ 68% are female; 70% are between the ages of 23 and 49; 14% are minorities.
- ❑ 40% are working toward bachelor's degrees; 38% are seeking graduate degrees.

The Adult Learning Satellite Service (ALSS)

- ❑ ALSS is an initiative of the Adult Learning Service and local public television stations to deliver, via satellite, quality educational programming directly to colleges.
- ❑ Through ALSS, over 1,800 colleges with satellite-receive equipment have directly accessed complete television courses, resource programming for classroom and library use, and live and taped videoconferences, lectures and seminars for faculty, administrators, students and off-campus groups. Of those colleges, some 357 are full participants in ALSS.
- ❑ ALSS extends and complements the Adult Learning Service by providing a nonbroadcast programming service to colleges. Broadcasts on public television stations will continue to be the primary means of delivering television courses to most adult learners.

The Economics of ALSS

- ❑ The basic yearly fee for participating colleges is \$2,500. Some ALSS programs and services are included in the participation fee, while others have modest charges. Colleges select the programs they wish to use, tailoring their participation to local needs.
- ❑ Most colleges recapture the initial ALSS participation fee through free access, free programming, remarketing opportunities, reduced fees and other savings.
- ❑ ALSS, like the rest of the Adult Learning Service, is self-supporting. Revenue received from the licensing of ALSS programming supports ALSS, including royalties to producers and payments to participating stations.

The ALSS Audience

- ❑ Over 2,000 colleges are known to have satellite-receive equipment, and that number is growing rapidly.
- ❑ ALSS programming will reach many thousands of campus-based students, adult learners, faculty members and administrators, as well as government agencies, businesses, social service organizations and other employers and community groups with direct satellite-receive capability.

PBS and Education (continued)

The Business Channel

- ❑ In fall 1989, the Adult Learning Service launched The Business Channel, a specialized programming strand that provides colleges and businesses with up-to-date programs on topics such as marketing, management and software training. Businesses and colleges that have satellite-receive equipment can directly access business-related resource programs and live and taped videoconferences featuring top business experts. During FY92, The Business Channel will feature over 50 business training and resource programs and over two dozen live, interactive videoconferences.
- ❑ ALSS members receive a free membership in The Business Channel. The basic yearly fee for businesses and colleges that wish to join The Business Channel separately is \$500.
- ❑ As with ALSS membership, members of The

Business Channel select the programs they wish to use, tailoring their participation to local needs. Most colleges and businesses recapture their participation fee through free access, free previewing, remarketing opportunities and reduced fees.

- ❑ The Business Channel is self-supporting, and revenue received from the licensing of its programming supports The Business Channel, including royalties to producers and payments to participating stations.
- ❑ The Business Channel programming is always available via C-band satellite-receive equipment and is often available on Ku-band as well. The Business Channel programs—because of their immediate applicability—are an important resource to students, adult learners and business people.

The PBS Elementary/Secondary Service (ESS)

ESS in Brief

The PBS Elementary/Secondary Service:

- ❑ increases the reach and utility of appropriate PBS prime-time programming to the K-12 education community;
- ❑ acquires and distributes high-quality school television programs for formal and informal instruction;
- ❑ provides professional development programs for teachers and other educators;
- ❑ supports and provides electronic and print information services for and about public television and education;

- ❑ serves as a national advocate for the use of television and other technologies for learning in the nation's schools; and
- ❑ works with other national and regional organizations to track developments in national policy for the educational television community.

ESS, serving a dual constituency of public television stations and the education community, works to maintain and expand the position of PBS and public television stations as the preferred providers of school television programming and services nationwide.

PBS and Education (continued)

Public Television's School Services at a Glance

- ❑ 83% of public TV stations provide educational programming specifically for classroom use.
- ❑ Of these, 93% use their main broadcast channel to deliver programming to schools. In addition, 70% also deliver programming to schools via other methods, such as satellite, ITFS (microwave) or dedicated cable channel.
- ❑ 85% of these public television stations supplement their programming with additional educational materials and utilization services, often in conjunction with related state or local education agencies.
- ❑ Two-thirds (29.5 million) of all elementary and secondary students attend schools that are served by public TV stations.
- ❑ 76% of public TV stations broadcast interrelated school programming in large blocks, usually in the middle of the night, specifically for schools to record on videocassettes and use at their convenience.

School Television and Other Programming Resources

Primary activities of ESS are the acquisition and distribution of exceptional programming specifically designed for classroom use, including live special events. (Instructional programming includes teacher guides and other support materials to help educators integrate the programming into classroom curricula.) Curriculum areas include math, science, history, reading, art, music, career planning, social studies, language arts and foreign languages.

ESS seeks extended off-air recording rights for year-round school use of PBS general-audience programs, such as *WHERE IN THE WORLD IS CARMEN SANDIEGO?* and *THE NEW EXPLORERS*. *NATIONAL GEOGRAPHIC SPECIALS*, *SCIENTIFIC AMERICAN FRONTIERS* and *THE INFINITE VOYAGE* are examples of general-audience programs that have extended school rights thanks to underwriter support.

PBS Tune-In Guides, highlighting selected prime-time programming, help educators to use public TV programs more easily. *Tune-In Guides* provide series descriptions, program titles, information about off-air recording rights and related educational materials, and viewing tips that allow teachers, librarians and families to plan activities using the programs as a base.

PBS and Education (continued)

Professional Development Programming

ESS is a leader in providing stations and other education agencies with professional development opportunities for educators and school administrators. Past videoconferences have addressed education and research, technology tools for teaching, successful school restructuring, academic tracking, student assessment, collaborative learning techniques, critical thinking skills, at-risk students, school-business-community partnerships, and school policy and legal issues regarding AIDS.

Technology Projects

ESS is working with PBS Engineering to develop innovative distance learning and interactive technology services for educators and students. These activities include using new satellite technology to create a multichannel instructional service to extend public television's contribution to education.

In addition, ESS supports the use of EDISON, LEARNING LINK and CURRICULUM CONNECTION, on-line data systems developed by local public TV stations and regional organizations to support and extend the use of public TV programming in the classroom.

PBS Education Clearinghouse

The PBS Education Clearinghouse collects and distributes information and conducts research on the instructional uses of video and related technologies. *The Learning File*, a thrice-yearly publication of the Clearinghouse, includes data from PBS research studies, success stories from exemplary programs and projects, articles by national education leaders and local practitioners, legislative updates, and other materials collected from across the country.

Partnerships With Education

ESS serves as a national advocate for the use of learning technologies in the nation's elementary and secondary schools. Through such activities as the ESS National Advisory Committee (representing education groups and public TV stations), outreach, and promotional and awareness efforts, ESS works to build partnerships with national education associations to broaden the support within the education community for public television programming and services and to ensure that programs meet critical needs in education.

AMERICA'S
PUBLIC
TELEVISION
STATIONS

Public Television Income By Source (Preliminary)
Fiscal Years 1990-1991, in thousands of current dollars

| Source of Public Television Income | FY 1990 | Percent of total | FY 1991 | Percent of total | CHANGE FY 1990 - 1991 | |
|--|--------------------|---------------------|--------------------|---------------------|--------------------------|---------------|
| | | | | | Dollars | Percentage |
| Corporation for Public Broadcasting | \$168,602 | 13.5 % | \$177,914 | 13.5 % | \$9,312 | 5.5 % |
| Federal grants and contracts* | 33,767 | 2.7 | 72,684 | 5.5 | 38,917 | 115.3 |
| Local governments | 46,072 | 3.7 | 50,944 | 3.9 | 4,872 | 10.6 |
| State governments | 241,077 | 19.3 | 255,098 | 19.3 | 14,021 | 5.8 |
| State colleges and universities | 81,815 | 6.6 | 86,943 | 6.6 | 5,128 | 6.3 |
| Other public colleges and universities | 9,868 | 0.8 | 12,418 | 0.9 | 2,550 | 25.8 |
| Private colleges and universities | 19,536 | 1.6 | 13,156 | 1.0 | -6,380 | -32.7 |
| Foundations | 57,692 | 4.6 | 56,375 | 4.3 | -1,317 | -2.3 |
| Businesses | 209,808 | 16.8 | 229,643 | 17.4 | 19,835 | 9.5 |
| Subscribers | 273,297 | 21.9 | 285,475 | 21.6 | 12,178 | 4.5 |
| Auctions | 21,527 | 1.7 | 20,083 | 1.5 | -1,444 | -6.7 |
| All Others | 84,967 | 6.8 | 59,288 | 4.5 | -25,679 | -30.2 |
| Total income | \$1,248,030 | 100.0 % | \$1,320,021 | 100.0 % | \$71,991 | 5.8 % |
| Total nonfederal income | \$1,045,661 | 83.8 % | \$1,069,423 | 81.0 % | \$23,762 | 2.3 % |
| Total federal income | \$202,369 | 16.2 % | \$250,598 | 19.2 % | \$48,229 | 23.8 % |

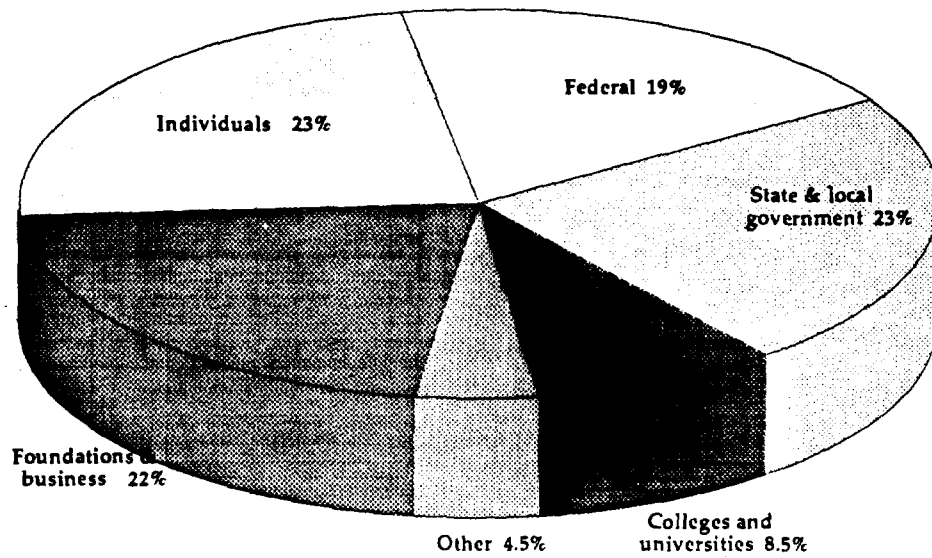
*Includes first installment of satellite money in FY 1991.

Note: Totals may not add exactly due to rounding.

Source: Corporation for Public Broadcasting, June 1992

June 1992

The Sources of Public Television's Support Fiscal Year 1991



The Corporation for Public Broadcasting (CPB)

CPB plays an important role

The Corporation for Public Broadcasting (CPB) is a private, nonprofit corporation authorized by the Public Broadcasting Act of 1967 to promote the growth and development of public television and radio in the United States. The law and its subsequent amendments provide for the Corporation to allocate funds for a number of general purposes:

- support of programming which reflects a diversity of views;
- support of a means of interconnecting public television and radio stations so that they may share programming;
- payment of copyright royalties and fees required in the production and use of television and radio programs; and
- encouragement in developing new talent and professionalism, fostering public participation, and stimulating private funding support.

CPB's funds support programming

Most of CPB's funds are used to support public television programming. In CPB's fiscal year 1992, 50 percent of the funds was distributed directly to local public television stations in community service grants (intended primarily for programming) and 17 percent was committed directly to television program grants and contracts. The balance of funds supports public radio, copyright fees, the satellite system that interconnects the stations, education activities, training, planning and research and CPB's administrative costs.

Legislation ensures the integrity of program decisionmaking

A number of provisions in the Act are designed to insulate program decisionmaking from short term federal funding processes. Two important provisions allow for authorizing three years at a time (multi-year authorization) and appropriating funds two years in advance (advance appropriation). Thus Congress acted on CPB's FY 1994 appropriations as part of the FY 1992 appropriations process. These provisions also recognize noncommercial broadcasting's need for financial stability and predictability, given long lead times for program development and production.

Federal dollars are matched four to one by nonfederal support

To encourage private giving to public broadcasting, the law contains a matching principle. Federal dollars are authorized only to the extent that two and a half nonfederal dollars are raised for every federal dollar that is appropriated. In recent years, however, public broadcasting has exceeded the minimum matching requirement. In FY 1991, \$4.09 in nonfederal funding was raised for every federal dollar appropriated.